



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Buying Time, LLC  
650 Massachusetts Avenue NW  
Suite 210  
Washington, DC 20001

## Contract # 327014

Schedule Dates	10/30/12-11/05/12	Date Entered	08/14/12
Advertiser	Pol/L Coleman/D/LTG/NC (16812)	Last Modified	08/14/12
Agency	Buying Time, LLC (2536)	Entered By	Jill Hipskind
Product	Political (1065)	CO-OP	No
Brand	2180 LTG (135196)	Headline #	06276600
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	KLEBAN, KATE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	372/378/2180	Commission	\$5,042.25
Account Types	National/Political	Net Total	\$28,572.75
Billing Type	Standard	Sales Tax	
Comments	COLEMAN FOR LT GOV ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** LINDA COLEMAN FOR LIEUTENANT GOVERNOR		

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Nov. 2012	33	\$33,615.00
<b>Grand Total:</b>	<b>33</b>	<b>\$33,615.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	5A- 5:30A (EST)						1			1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
2.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	5:30A- 6A (EST)						1			1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
3.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	5:30P- 6P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
4.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	6P- 6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
5.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	6:30A- 7A (EST)						1			1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
6.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	7A- 8A (EST)						1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
7.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11P- 11:35P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 11P	8/14/12
8.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5A- 5:30A (EST)									1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
9.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5P- 5:30P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
10.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:30A- 6A (EST)									1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
11.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:30P- 6P (EST)									1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
12.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6P- 6:30P (EST)									1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
13.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7A- 8A (EST)									1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
14.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7A- 8A (EST)									1	\$425.00	\$425.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/14/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



**WSOC-TV**

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1901 North Tryon Street  
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Buying Time, LLC  
650 Massachusetts Avenue NW  
Suite 210  
Washington, DC 20001

## Contract # 327014

<b>Schedule Dates</b>	10/30/12-11/05/12	<b>Date Entered</b>	08/14/12
<b>Advertiser</b>	Pol/L Coleman/D/LTG/NC (16812)	<b>Last Modified</b>	08/14/12
<b>Agency</b>	Buying Time, LLC (2536)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political (1065)	<b>CO-OP</b>	No
<b>Brand</b>	2180 LTG (135196)	<b>Headline #</b>	06276600
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	KLEBAHN, KATE	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	372/378/2180	<b>Commission</b>	\$5,042.25
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$28,572.75
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	COLEMAN FOR LT GOV ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** LINDA COLEMAN FOR LIEUTENANT GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	33	\$33,615.00
Grand Total:	33	\$33,615.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	12P-12:30P (EST)								1	1	\$390.00	\$390.00	Charlotte (WSOC)	EYEWITNESS NEWS SUNDAY	8/14/12
16.0	Normal Line / Spot	11/01/12-11/01/12	4	:30	11P-11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 11P	8/14/12
17.0	Normal Line / Spot	11/01/12-11/01/12	4	:30	5A-5:30A (EST)				1					1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
18.0	Normal Line / Spot	11/01/12-11/01/12	4	:30	5P-5:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
19.0	Normal Line / Spot	11/01/12-11/01/12	4	:30	6P-6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
20.0	Normal Line / Spot	11/01/12-11/01/12	4	:30	6:30A-7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
21.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	5A-5:30A (EST)				1					1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
22.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	5P-5:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
23.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	5:30A-6A (EST)				1					1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
24.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	5:30P-6P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
25.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	6P-6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
26.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	6:30A-7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
27.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	7A-8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12

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Accepted Agency/Advertiser

Date:

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28.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	11P-11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 11P	8/14/12
29.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	5P-5:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
30.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	5:30A-6A (EST)				1					1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
31.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	5:30P-6P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
32.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	6:30A-7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
33.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	7A-8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12

## CONFIRMATION CONTRACT

Date:

Accepted Station:

Date:

Comments:

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OP HEADLINE# 6276600  
\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP  
AUG13/12 18.3  
\*\*\* WSOC-TV \*\*\*

ADV # ADV. NAME POLI/L COLEMAN/D/LTG/NC REP. # OFF. # 220 SALESMAN #  
AGY # 2249 AGY. NAME BUYING TIME, LLC BUYER NAME KATE KLEBAHN

650 MASSACHUSETTS AVE.N.W. #210  
WASHINGTON, DC 20001  
SALES PRSN PH- NICK WELTE

ORDER # CONTRACT # 6276600 CLASS: NATL. LOCAL REGIONAL

PRDCT COLEMAN FOR LT GOV EST#2180 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG13/12 18.33

EP: TO JILL  
FR JARED  
NEW LINDA COLEMAN FOR LT GOV ORDER  
TOTAL \$33615  
PLS CNF THANKS

ON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
LINDA COLEMAN FOR LIEUTENANT GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	30	4	\$525.00	11/2	11/2	1		FRI	1
PROGRAM : EYEWITNESS NEWS 5A												
CON COM1 : EYEWITNESS NEWS 5A												
2			530A-600A	30	4	\$525.00	11/2	11/2	1		FRI	1
PROGRAM : EYEWITNESS NEWS 5A												
CON COM1 : EYEWITNESS NEWS 5A												
3			530P-600P	30	4	\$1,300.00	11/2	11/2	1		FRI	1
PROGRAM : EYEWITNESS NEWS 5:30PM												
CON COM1 : EYEWITNESS NEWS 5:30PM												

AGENCY ADVERTISER CODE = 372  
AGENCY PRODUCT CODE = 378  
AGENCY EST# = 2180

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
4			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	11/2	11/2	1		FRI	1
5			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A	30	4	\$1,175.00	11/2	11/2	1		FRI	1
6			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$1,075.00	11/2	11/2	1		FRI	1
7			1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P	30	4	\$1,200.00	11/5	11/5	1		MON	1
8			500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	11/5	11/5	1		MON	1
9			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM	30	4	\$1,200.00	11/5	11/5	1		MON	1
10			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	11/5	11/5	1		MON	1
11			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	11/5	11/5	1		MON	1
12			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	11/5	11/5	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$1,075.00	11/5	11/5	1		MON	1
14			700A-800A PROGRAM : SATURDAY AM NEWS CON COM1: SATURDAY AM NEWS	30	4	\$425.00	11/3	11/3	1		SAT	1
15			1200N-1230P PROGRAM : EYEWITNESS NEWS SUNDAY CON COM1: EYEWITNESS NEWS SUNDAY	30	4	\$390.00	11/4	11/4	1		SUN	1
16			1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P	30	4	\$1,200.00	11/1	11/1	1		THU	1
17			500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	11/1	11/1	1		THU	1
18			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM	30	4	\$1,200.00	11/1	11/1	1		THU	1
19			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	11/1	11/1	1		THU	1
20			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A	30	4	\$1,175.00	11/1	11/1	1		THU	1
21			500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	10/30	10/30	1		TUE	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM	30		\$1,200.00	10/30	10/30	1		TUE	1
23			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	10/30	10/30	1		TUE	1
24			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	10/30	10/30	1		TUE	1
25			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	10/30	10/30	1		TUE	1
26			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A	30	4	\$1,175.00	10/30	10/30	1		TUE	1
27			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$1,075.00	10/30	10/30	1		TUE	1
28			1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P	30	4	\$1,200.00	10/31	10/31	1		WED	1
29			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM	30	4	\$1,200.00	10/31	10/31	1		WED	1
30			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	10/31	10/31	1		WED	1

REP HEADLINE# 6276600  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
 ORDER WORKSHEET

FAX# 610-225-1191  
 HARRIS REPORT FROM REP

AUG13/12 18.3  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			530P-600P	30	4	\$1,300.00	10/31	10/31	1		WED	1
PROGRAM : EYEWITNESS NEWS 5:30PM												
CON COM1: EYEWITNESS NEWS 5:30PM												
32			630A-700A	30	4	\$1,175.00	10/31	10/31	1		WED	1
PROGRAM : EYEWITNESS NEWS 630A												
CON COM1: EYEWITNESS NEWS 630A												
33			700A-800A	30	4	\$1,075.00	10/31	10/31	1		WED	1
PROGRAM : GOOD MORNING AMERICA												
CON COM1: GOOD MORNING AMERICA												
NOV/12			33615.00									

CONTRACT TOTAL 33615.00  
 TOTAL SPOTS 33

MARKET TOTALS \$68,602 WSOC 49% WBTV 36% WCNC 11% WCCB 4% WJZY 0% WMYT 0% WAXN 0%  
 SVC- NSI  
 DEMOS- RA35+\*